



JOHN FERN



WEB WORK

# WESCO Sales Coaching Microsite

The screenshot shows a web browser window displaying the WESCO Sales Coaching microsite. The browser's address bar is empty, and the WESCO logo is in the top left of the page. The main heading is "Sales Coaching", followed by the tagline "Bringing Sales Leaders and Sales Professionals Together to Build Pipeline and Close Business". Below this is a "Performance Coaching" section with a "BEGIN" button and a right-pointing arrow. A red warning box at the bottom of the page contains the text: "Data must be accurate in Salesbook, otherwise every step will be based off bad information".





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**Performance Coaching**

Provide an update on overall branch performance.

- Daily Commensure Report
- Branch sales and margin performance to budget and forecast.
- Command Center (Learning Tour)

Next

Provide updates on company, industry, and supplier news and performance.

- Company News
- Industry Journals
- Recent executive meetings with suppliers
- Review L1 Supplier Advantage Reports

Next

**Performance Coaching**

Provide an interpretation of the Sales Performance Dashboard.

- Refer to this File
- Manager should confirm that the Sales Dashboard presented their current and projected performance plan

Next

What is the priority?

Create Opportunities

Close Opportunities

**Opportunity Close**

Debrief on proposal

- Meeting dates
- Attendance
- Review meeting outline
- View Meeting Plan Template

Next

In correct stage?

YES NO

Play devils advocate to prepare for client push back and ensure the following is identified and defined:

- Measurable economic impact for client
- Goals, challenges, and needs of the client
- Competing recommended approach

- Manager experience
- Material from solution development stage

Next

**Sales Coaching**

Home

Resources

Sales Coaching Sections

- Performance Coaching
- Opportunity Creation
- Opportunity Close





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